

City of Austin - Product Gap Analysis

Business User Group: **Self-employed, Professionals, Small Business Owners**

Heat Map Table

Code	Rank	Website Element	% Very Important	% Using it on website	Avg Quality Rating
	1	City Codes and Ordinances for building and/or renovation	61.7	19.1	2.95
	3	City Code search (input section# or keyword)	53.3		
	4	Information on Neighborhood Planning (planning neighborhoods, development of neighborhoods)	53.3	11.8	2.85
	5	Permit management (apply, pay, track progress of permits online)	49.1		
	6	Neighborhood Code Ordinances, boundaries, and list of community groups	48.3	7.3	2.75
	9	Grant information (types available, how to apply)	45.0		
	14	Grant management (apply, track progress of grants online)	43.3		
	16	Travis County and City fees (building fees and permit fee schedule)	41.5	4.5	2.6
	18	Public Records on Businesses (online access/search)	37.7	12.7	2.93
	23	City of Austin vendors (new vendor online registration, maintain account, respond to solicitations)	33.3	10.0	2.91
	25	Commercial water and wastewater utility (file a claim, standard products, road works)	33.3	9.1	2.3
	2	Austin demographics information	56.7	19.1	3.19
	7	Interactive Maps with City development and redevelopment information (neighborhood plans, zoning)	47.2	11.8	3.15
	8	Bidding opportunities with the City	46.7	8.2	3
	10	Small business development (information and programs)	45.0	13.6	3.53
	11	City Council and Boards & Commissions (meeting schedules and minutes)	43.4	15.5	3.65
	12	City Development Site Plans for upcoming years	43.4	8.2	3.22
	13	Permit information (rates, how to apply)	43.4	10.0	3.55
	15	City news (breaking news, announcements)	41.5	17.3	3.47
	17	City development regulations technical manuals to assist users in researching/understanding regulations	39.6	10.0	3.18
	19	Water quality and conservation information	35.8	9.1	3.3
	20	City meetings (watch live online and archive of past)	34.0	9.1	3.7
	21	Green building (consulting, resources, education, calendar of events)	34.0	6.4	3.14
	22	Zoning information on districts	34.0	7.3	3.25
	24	Classes for entrepreneurs on customized business solutions to transition from one growth phase to another	33.3	9.1	3.8
	26	Event information for promoters (event permits, commonly used links and information, guidelines)	31.7	10.0	3.18
	27	Fees for Land Use (site plan review fees, site plan revision fees, zoning fees, subdivision fees)	30.2	7.3	3
	28	Emergency Medical Service (EMS) approvals for street closures	28.3	3.6	2.5
	29	Emergency Medical Services (EMS) for events (how to get stand-by EMS services at a venue, athletic event, festival, or private f	28.3	4.5	2.8
	30	Residential site development regulations	28.3	4.5	2.8
	31	Cap Metro Business Center (transit advertising, list of current registered solicitors, vendor registration)	26.7	3.6	2.75
	32	How to create a successful food business in Austin (regulatory info, networking)	26.7	4.5	3
	33	City finance data/budget (budget archives, monthly and quarterly financial reports)	26.4	5.5	2.5
	34	Downtown building permits (information for commercial builders)	24.5	3.6	2.5
	35	Alcoholic beverage permit info	23.3	6.4	2.43
	36	Register new and manage community group information online	23.3	3.6	3.25
	37	Channel 6 programming (government access channel, watch City meetings, program schedule)	18.9	7.3	3.38
	38	Feedback (citizens can provide feedback or ask questions in an online forum)	18.9	4.5	2.8
	39	City News in RSS subscription feeds by topic/category	17.0		
	40	Performance measures by department and programs (searchable database)	15.1	3.6	3.5
	41	Register as a lobbyist (file quarterly activity reports, amendment forms, termination notice, view current registered lobbyists)	13.3	0.0	0
	42	Text size options (adjust the size of text on the website)	13.2		
	43	Social Media (alerts and news on platforms such as Twitter and Facebook)	11.3		
	44	Option to view website in alternate languages	3.8		

% Very Important	% Using it on website	Avg Quality Rating
High	High	Low
High	Low	Low
High	High	Low
Med	Low	Low
Med	Med	Low
Med	Low	Low
Med	Low	Low
Med	Med	Low
Med	High	Low
Med	High	Low
Med	Med	Low
High	High	Med
Med	High	Med
Med	Med	Med
Med	High	Med
Med	High	Med
Med	High	Med
Med	Med	Med
Med	Med	Med
Med	Med	Med
Med	High	Med
Med	Med	Med
Low	Low	Low
Low	Med	Low
Low	Med	Low
Low	Low	Low
Low	Low	Low
Low	Med	Low
Low	Low	Med
Low	Low	Med
Low	Med	Low
Low	Low	Low